Exhibit 1—Uses of the Modules

Phases of the Innovation	Module 1: Mapping the Innovation	Module 2: Assessing the Environmental Results of the Innovation	Module 3: Assessing the Costs and Cost Savings of the Innovation	Module 4: Enforcement and Compliance Assurance	Module 5: Public Involvement and Stakeholder Feedback	Module 6: Assessing the Potential Transferability of the Innovation
Design and Planning	• Identify goals • Identify partners and customers • Identify tools to assist project • Identify preliminary drivers and barriers • Create a logic model for the innovation, innovative project or program • Develop project fact sheets and communication tools	• Identify environmental goals • Identify feasible measurement approach • Characterize baseline • Identify anticipated medium and long-term behavioral and environmental outcomes • Identify data sources and collection/ monitoring protocols to obtain outcome data • Set-up schedule to update information	• Identify types of savings and costs goals associated with project • Identify who is incurring the savings and costs (i.e., facility, government) • Characterize baseline • Identify data sources for savings and cost information	• Identify the monitoring, reporting, and recordkeeping requirements • Identify the method of determining compliance (i.e., record review, inspection) • Identify responsible parties for verifying data and information	• Identify key participants • Identify approach for engaging stakeholders • Determine resources available for addressing stakeholder issues • Identify potential stakeholder issues (e.g., Environmental Justice) up-front	• Identify data necessary to determine relative advantage • Identify a path to disseminate information • Define and focus targets of diffusion efforts
Implementation	• Modify to accommodate changes in project conception, tools, etc. • Review goals, partners, customers, drivers, barriers etc. identified in the planning stage • Review logic model for completeness and accuracy	• Review data collection and monitoring results to verify adherence to protocols • Normalize and compare mid-course data to baseline to determine need for mid-course corrections • Review data collection to ensure data will provide information on environmental and behavioral outcomes • Review monitoring and measuring approach, baseline data, and anticipated outcomes identified in the planning stage	• Review cost information for completeness and accuracy • Normalize and compare mid-course data to baseline to determine need for mid-course corrections • Review projections identified in the planning stage for comparison between perceived and actual results	• Review and track information to monitor compliance and identify problems or trends that require mid-course corrections • Review requirements established during implementation	• Check in with stakeholders to assess whether there are stakeholder concerns and the level of participation • Assess availability of information to the public • Assess stakeholder participation and participation plans	• Provide opportunities for potential early adopters of the innovation to participate in implementation • Communicate early positive results of innovation • Analyze innovation for its relative advantage

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End of the Innovation	• Verify accuracy of original information • Adjust for unanticipated outcomes or changes in approach • Compare goals and items identified in the planning stage with what happened during implementation • Verify accuracy of logic model	• Normalize data to account for changes • Compare pre-innovation baseline to post-innovation results to determine net change • Identify areas of success and shortcomings. • Assess environmental/ public health relative advantage of the innovation • Determine if more in-depth evaluation is necessary	• Normalize cost/savings data to account for changes • Compare pre-innovation baseline to post-innovation costs/savings to determine net change • Identify areas of success and shortcomings • Is there a cost/cost savings relative advantage? • Determine if more in-depth evaluation or cost-benefit analysis is necessary	• Verify and evaluate final record reviews, inspections, or other means of compliance assurance • Determine if innovation is practicably enforceable • Identify areas of success and shortcomings • Is there a relative advantage in compliance and enforcement to the innovation? • Determine if more in-depth evaluation is necessary	• Request that stakeholders provide feedback regarding the quality of their experience in the innovative project • Identify areas of success and shortcomings • Determine if more in-depth evaluation is necessary	• Develop and facilitate workshops and networking opportunities to promote learning • Develop users' guides and web-based tools to facilitate scale-up • Identify areas of success and shortcomings • Determine if more in-depth evaluation is necessary
Formal Evaluation	• Compare goals and items identified in the planning stage with what happened during implementation • Verify accuracy of logic model • Use logic model to look for gaps and unanswered questions • Use logic model to help identify key evaluation questions	• Determine why there is a difference between pre-innovation baseline and post-innovation results • Determine why there is or is not an environmental/ public health relative advantage of the innovation • Describe environmental/ public health results in terms of customer, partner and stakeholder satisfaction and discuss why the results have meaning	• Determine why there is a difference between pre-innovation baseline to post-innovation costs/savings • Why or why not is there a cost/cost savings relative advantage? • Determine if more cost-benefit analysis is necessary—why or why not? • Describe costs/cost savings in terms of customer, partner and stakeholder satisfaction and discuss why the results have meaning	• Determine if innovation is practicably enforceable and what it means • Determine why there is a relative advantage in compliance and enforcement to the innovation? • Describe enforcement and compliance assurance in terms of customer, partner and stakeholder satisfaction and discuss why the results have meaning	• Determine why there are areas of success and shortcomings • Why is or isn't there a relative advantage to the innovation in terms of public involvement—i.e., did the public have greater access to information or greater means to participate—why or why not? • Analyze public involvement in terms of satisfaction and ask the question of why are they satisfied or dissatisfied?	• Determine how the innovation would fare if applied more broadly • Determine what aspects of the innovation are working well and those key aspects that need to be modified in order for the innovation to be more broadly applied